

The January Sale of White



Blouses of Silk & Sheer Fabrics

- \$1.69** Striped tub silk, dotted Swiss Voile, in bisque, white or colored stripes, imitation linen and tan soisette. Square and V necks—straight, Peter Pan and convertible collars. Tailored and lace trimmed models.
- \$2.59** pongee, bisque soisette, fine voiles, striped dimity. Tailored and lace trimmed voiles with real felt and Irish lace. Straight, pointed, Peter Pan and convertible collars.
- \$3.69** crepe de chine, dimity, and semi-hand made batiste blouses. Tailored and trimmed with hand drawn-work, and tucks. High and low collars.
- \$4.59** washable net, georgette crepe and washable satin blouses.

Macy's—Third Floor, 34th St.



Philippine and Porto Rican Lingerie

- \$2.49** Hand made Porto Rican gowns with square necks trimmed with hem stitching, drawn-work and hand embroidery. Also round and V neck models finished with scallops and embroidery, eyelet and drawn-work designs. One illustrated.
- \$2.79** 9 styles Philippine gowns—round, V and square necks. Designs in drawnwork and hand embroidery in front. Finished with scallops, eyelets and ribbon. Illustrated.
- \$3.79** Philippine gowns of fine nainsook in 10 styles. Embroidery in simple and elaborate designs. Drawnwork, eyelet and Colado work. Square, round and V necks.
- \$2.49** Porto Rican envelope chemises, round necks, regulation armholes. Finished with scallops and designs in drawn-work and floral patterns.
- \$2.79** Philippine envelope chemises in seven styles. Scallops, eyelet embroidery and drawnwork.
- \$3.49** Philippine envelope chemises with elaborate designs in drawnwork and Colado embroidery.

Macy's—Third Floor, Rear.

Corsets and Brassieres



stripes of satin. Fasten in back. Sizes 34 to 40.

Marchioness Corsets

- \$3.79** 2 models in pink brocade hip confiners with very lightly boned, elastic in front at waist line. Raised back. Sizes 22 to 30.
- \$4.79** 2 models made of handsome pink silk brocade in the popular waist line corset. Long skirt, well boned. Sizes 20 to 30.

Macy's—Third Floor, 34th St.

THOUGH we call it a "Sale of White," fashion has interspersed, amid the snowy whiteness, delicate tints of pink and blue, and even darker colors, which display themselves in all manner of dainty lingerie.

Every garment is new and fresh.

Every garment was purchased especially for this sale.

And every garment is priced lower in this event than we have been able to price merchandise—even in our White Sales—for several years.

We invite comparison of prices on similar merchandise offered elsewhere.

Silk Petticoats and Ankle Length Bloomers

2,100 Silk Petticoats

\$1.69 sateen top and changeable taffeta flounce. Trimmed with pin tucks and pleated ruffle.

Special \$2.69 wool jersey top with a tucked sateen flounce finished with a pleated ruffle. In black, navy, brown and Belgian.

\$3.19—Four styles, two of messaline, one of taffeta and one of all silk jersey with combination flounce. One model in messaline is a straight line effect trimmed with three pleated ruffles. The other has a flounce with shirred pin tucks and pleated frill. The taffeta model is finished with a flounce trimmed with pin tucks and a scalloped pleated frill.

Macy's—Third Floor, Centre.

Extra Size Petticoats \$3.89

Extra size petticoats of messaline trimmed with straight and scalloped pin tucks and finished with a small pleated frill. Also a taffeta tailored model trimmed with pin tucks and bias folds.

All petticoats may be had in all desirable suit shades.

Silk Ankle Length Bloomers \$2.69

1,358 pairs of ankle length jersey silk bloomers of excellent quality silk jersey, well made, and finished with double elastic cuff. In black, navy, taupe, emerald, Belgian blue, brown, peacock and purple.



Silk Lingerie

Envelope Chemises

\$1.79—600 crepe de chine envelope chemises in two different models. Trimmed with Val. lace or imitation filet and georgette crepe.

\$2.24 crepe de chine envelope chemises trimmed with lace and satin bands. Ribbon shoulder straps. Also tailored model. Illustrated.

\$2.79 crepe de chine envelope chemises trimmed with shirrings, Val. lace, georgette bands, tucks and beading. Ribbon shoulder straps.

Finished with bow of two-toned ribbon. Also model in wash satin with Val. lace band. Illustrated.

\$3.49 envelope chemises of crepe de chine with elaborate designs in Val. lace, motifs and edgings. Beading and ribbon around the top. Finished with ribbon straps, rosebuds and bow of two-toned ribbon. Also tailored model and model with Val. lace and net trimming. Illustrated.

Night Gowns

\$4.79 crepe de chine night gowns, surplice effect, sleeveless model, trimmed with Val. lace. Also square neck sleeveless model with motifs, lace edging and beading, ribbon run. Two illustrated.

Macy's—Third Floor, Rear.

\$5.74—tax 7c—Tailored empire night gown of crepe de chine. Trimmed with hemstitching and tucks. Square neck. Also model trimmed with Val. lace, georgette inserts and ribbon.

\$7.74—tax 27c—Night gown of radium silk trimmed with real filet lace. Square neck, sleeveless model.

Silk Camisoles

94c—Camisole of wash satin with lace tops, in several attractive designs.

\$1.39—Camisoles of wash satin trimmed with Calais Val. Ribbon shoulder straps.

\$1.79—Wash satin Camisoles trimmed with fine Calais Val. Straight neck, ribbon straps. Trimmings include georgette bands, ribbon loops and shirrings.

Silk Bloomers

\$2.79 wash satin bloomers with double elastic at knee. Trimmed with Val. edge.

\$3.79 trousseau crepe bloomers with elastic at knee and fine Val. ruffle.

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R. H. Macy & Co.
HERALD SQUARE Inc. NEW YORK



Night Gowns of Batiste

94c Night gowns of batiste trimmed with Val. lace, embroidery and ribbon. Also flesh batiste with blue bird design and flesh and white batiste with touches of hand embroidery and shirrings.

\$1.39 Pink and white batiste gowns with French knots and shirrings, round necks. Square neck gowns trimmed with Val. lace and embroidery. Empire models trimmed with embroidery, and round neck gowns trimmed with Val. lace and hemstitching.

\$1.79 Gowns of pink and white batiste with fancy stitchery and hand embroidery. V and round necks. Batiste gowns trimmed with Val. lace and embroidery inserts, or Empire effects with embroidery trimming. Also Empire model with beading and ribbon. Plain crepe with embroidery and blue bird crepe.

\$2.49 Batiste night gowns with elaborate designs in Val. lace and embroidery. Finished with shirrings and ribbon. Square necks.

Macy's—Third Floor, Rear.



Children's and Misses' Underwear

89c Night gowns of batiste, cotton crepe and white nainsook. High and round necks. Trimmed with Val. lace and hand embroidery. Sizes 4 to 16 years.

\$1.69 Cotton crepe night gowns with blue bird design. Several styles, round and square necks. 4 to 16 years.

\$1.19 White nainsook princess slips, trimmed with lace and beading. Some embroidery trimmed. 4 to 18 years.

\$1.39 White nainsook princess slips with lace insertion and embroidery medallion. 4 to 18 years.

Little Billie Pajamas 89c In white and flesh batiste and cotton crepe. Empire style, trimmed with ribbon and fancy stitchings. 4 to 16 years.

Drawers Several styles of knickerbockers trimmed with embroidery and lace. Sizes 2 to 14 years. 39c, 59c, 69c, 79c and 89c

Macy's—Third Floor, 34th St.

Envelope Chemises

94c Envelope chemises of fine nainsook and batiste trimmed with Val. lace and hemstitching. Shoulder straps of lace or ribbon. Also regulation shoulder.

\$1.39 Envelope chemises, lace trimmed or tailored, of medium and light weight nainsook in flesh and white. Model in pink dimity with embroidered net and Val. lace and ribbon straps. Regulation shoulders on tailored models. Flesh and white tailored models trimmed with French knots and shirrings—regulation shoulder. Two illustrated.

\$1.79 Nainsook envelope chemises and also models in pink and white batiste. Trimmed with colored hemstitching, shirring and hand embroidered design. Shoulder straps or regulation shoulder.

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